



WPTV

ORDER

Print Date 11/05/12

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Flight Dates **11/02/12-11/06/12**

Contract / Revision **316721 /**

Original Date / Revision
11/02/12 11/02/12

Advertiser **Obama / Democrat / Preside**

Agency **GMMB Inc**

Buying Contact

**1010 Wisconsin Avenue - Suite #80
Washington, DC 20007**

Product
Obama for America

Agency Com 15%

Billing Contact

**1010 Wisconsin Avenue - Suite #80
Washington, DC 20007**

Sales Office EWSDC

Sales Region NAT

Agency Ref 2

Order Sep 00:30:00

Estimate # **1537**

Alt Order #

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A35+

Rev Codes POL POL CAND

Product Codes PL

Priority P-3

Advertiser Ref

Primary Account Executive
Marta Salazar-Perren

Account Executive	Order%	Start Date	End Date
Marta Salazar-Perren	100%		

Order Share % Market Value

Competing Station	% of Order	Amount
CABLE	%	
UNKWN	100%	
WFGC	%	
WFLX	%	
WPBF	%	
WPEC	%	
WPPB	%	
WPXP	%	
WTCE	%	
WTCN	%	
WTVX	%	
WXEL	%	

Order Totals

Month	# of Spots	Net Amount	Gross Amount	Rating
November 2012	51	\$47,068.75	\$55,375.00	0.00
Totals	51	\$47,068.75	\$55,375.00	0.00

Billing Plan

Start Date	End Date	# Spots	Net Amount	Gross Amount
10/29/12	11/06/12	51	\$47,068.75	\$55,375.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N 1	WPTV	11/02/12	11/06/12	Friday Prime B grimm	CM	9-10p	----F--	:30	1	\$1,450.00	FX	0.00	NM	1	\$1,450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		11/02/12	11/08/12	----F--			1		\$1,450.00		0.00				
N 2	WPTV	11/02/12	11/06/12	Friday Prime C revolution	CM	10-11p	----F--	:30	2	\$2,500.00	FX	0.00	NM	2	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		11/02/12	11/08/12	----F--			2		\$2,500.00		0.00				
N 3	WPTV	11/02/12	11/06/12	NBC Monday Prime the voice	CM	8-11p (8:00 PM-10:00 PM)	M-----	:30	1	\$4,000.00	FX	0.00	NM	1	\$4,000.00



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Hiatus Dates

Original Date / Revision 11/02/12/ 11/02/12

Order Sep 00:30:00

Advertiser **Obama / Democrat / Presid** Product **Obama for America**

Estimate # **1537**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N 3	WPTV	11/02/12	11/06/12	NBC Monday Prime the voice	CM	8-11p (8:00 PM-10:00 PM)	M-----	:30	1	\$4,000.00	FX	0.00	NM	1	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		11/02/12	11/08/12	M-----					1	\$4,000.00		0.00			
N 4	WPTV	11/02/12	11/06/12	Sa 7-8a Sa 7-8a	CM	7-8a	-----S-	:30	2	\$725.00	FX	0.00	NM	2	\$1,450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		11/02/12	11/08/12	-----S-					2	\$725.00		0.00			
N 5	WPTV	11/02/12	11/06/12	Sa 8-10a Sa 8-10a	CM	8-10a	-----S-	:30	2	\$850.00	FX	0.00	NM	2	\$1,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		11/02/12	11/08/12	-----S-					2	\$850.00		0.00			
N 6	WPTV	11/02/12	11/06/12	SU 5-6am News SU 5-6am News	CM	5-6a	-----S	:30	2	\$125.00	FX	0.00	NM	2	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		11/02/12	11/08/12	-----S					2	\$125.00		0.00			
N 7	WPTV	11/02/12	11/06/12	Su 7-8a Su 7-8a	CM	7-8a	-----S	:30	1	\$500.00	FX	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		11/02/12	11/08/12	-----S					1	\$500.00		0.00			
N 8	WPTV	11/02/12	11/06/12	SU 10-11am To the Point SU 10-11am To the Point	CM	10-11am	-----S	:30	4	\$425.00	FX	0.00	NM	4	\$1,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		11/02/12	11/08/12	-----S					4	\$425.00		0.00			
N 9	WPTV	11/02/12	11/06/12	Su 630-7p Su 630-7p	CM	630-7p	-----S	:30	1	\$3,000.00	FX	0.00	NM	1	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		11/02/12	11/08/12	-----S					1	\$3,000.00		0.00			
N 10	WPTV	11/05/12	11/05/12	M-F 11-1135p M-F 11-1135p	CM	11-1135p	M-----	:30	1	\$1,400.00	FX	0.00	NM	1	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		11/02/12	11/08/12	M-----					1	\$1,400.00		0.00			
N 11	WPTV	11/05/12	11/05/12	NewsChannel 5 LN Spcl NewsChannel 5 LN Spcl	CM	1135p-1205a	M-----	:30	1	\$1,400.00	FX	0.00	NM	1	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		11/02/12	11/08/12	M-----					1	\$1,400.00		0.00			
N 12	WPTV	11/04/12	11/04/12	Su 1130p-1205a after NFL 1130p-12x After NFL	CM	1130p-1205a	-----S	:30	1	\$1,000.00	FX	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		11/02/12	11/08/12	-----S					1	\$1,000.00		0.00			
N 13	WPTV	11/04/12	11/04/12	Su 12-1215x 5 Sports Su 12-1215x 5 Sports	CM	12x-1215x	-----S	:30	2	\$725.00	FX	0.00	NM	2	\$1,450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		11/02/12	11/08/12	-----S					2	\$725.00		0.00			
N 14	WPTV	11/03/12	11/03/12	Sa 1130p-1a Sa 1130p-1a	CM	1130p-1a	-----S-	:30	2	\$1,350.00	FX	0.00	NM	2	\$2,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		11/02/12	11/08/12	-----S-					2	\$1,350.00		0.00			
N 15	WPTV	11/05/12	11/06/12	M-F 6-7a M-F 6-7a	CM	6-7a	12-----	:30	3	\$1,200.00	FX	0.00	NM	3	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			



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Hiatus Dates

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Order Sep 00:30:00

Advertiser **Obama / Democrat / Presid** Product **Obama for America**

Estimate # **1537**

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 15	WPTV	11/05/12	11/06/12	M-F 6-7a M-F 6-7a	CM	6-7a	12-----	:30	3	\$1,200.00	FX	0.00	NM	3	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		11/02/12	11/08/12	12-----					3	\$1,200.00		0.00			
N 16	WPTV	11/05/12	11/06/12	M-F 7-9a M-F 7-9a	CM	7-9a	22-----	:30	4	\$1,500.00	FX	0.00	NM	4	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		11/02/12	11/08/12	22-----					4	\$1,500.00		0.00			
N 17	WPTV	11/05/12	11/06/12	M-F 5-6a M-F 5-6a	CM	5-6a	12-----	:30	3	\$500.00	FX	0.00	NM	3	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		11/02/12	11/08/12	12-----					3	\$500.00		0.00			
N 18	WPTV	11/05/12	11/06/12	M-F 11-12n M-F 11-12n	CM	11a-12p	22-----	:30	4	\$425.00	FX	0.00	NM	4	\$1,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		11/02/12	11/08/12	22-----					4	\$425.00		0.00			
N 19	WPTV	11/05/12	11/06/12	M-F 12p NEWS M-F 12n-1p	CM	12-1p	22-----	:30	4	\$500.00	FX	0.00	NM	4	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		11/02/12	11/08/12	22-----					4	\$500.00		0.00			
N 20	WPTV	11/05/12	11/06/12	M-F 3p-4p 3-4pm Jeff Probst	CM	3-4p	22-----	:30	4	\$500.00	FX	0.00	NM	4	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		11/02/12	11/08/12	22-----					4	\$500.00		0.00			
N 21	WPTV	11/05/12	11/05/12	M-F 5-530p M-F 5-530p	CM	5-530p	M-----	:30	1	\$1,600.00	FX	0.00	NM	1	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		11/02/12	11/08/12	M-----					1	\$1,600.00		0.00			
N 22	WPTV	11/05/12	11/05/12	M-F 530-6p M-F 530-6p	CM	530-6p	M-----	:30	1	\$1,600.00	FX	0.00	NM	1	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		11/02/12	11/08/12	M-----					1	\$1,600.00		0.00			
N 23	WPTV	11/05/12	11/05/12	M-F 6-630p M-F 6-630p	CM	6-630p	M-----	:30	1	\$1,800.00	FX	0.00	NM	1	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		11/02/12	11/08/12	M-----					1	\$1,800.00		0.00			
N 24	WPTV	11/05/12	11/05/12	M-F 7-730pm News M-F 7-730p News	CM	7-730p	M-----	:30	2	\$3,000.00	FX	0.00	NM	2	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		11/02/12	11/08/12	M-----					2	\$3,000.00		0.00			
N 25	WPTV	11/05/12	11/05/12	M-F 1135p-1235a M-F 1135p-1235a	CM	1135p-1235a	M-----	:30	1	\$575.00	FX	0.00	NM	1	\$575.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		11/02/12	11/08/12	M-----					1	\$575.00		0.00			
Totals													51	\$55,375.00	